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CENTRAL FAX CENTER

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Application No. 10/509,541

Amendments to the Claims:

The present listing of the claims replaces all past listings of the claims:

Listing of claims

1-4 (Cancelled)

5. (Currently Amended) An air freshening or purifying device comprising a container, the container having an open side defining a gel receiving surface, which surface has therein a plurality of projections defining recesses therebetween for retaining a gel, said device further comprising a base located at and integrally formed with a lower end of the container, said base shaped to have a section which extends rearwardly from the gel-receiving surface, for supporting the container such that the gel receiving surface is in a substantially vertical orientation, wherein the container and base are both thermoformed from a plastic material.

6. (Currently Amended) An air freshening or purifying device according to claim 5 in which the container is formed with a circumferential rim.

7. (Previously Presented) An air freshening or purifying device according to claim 6 in which the rim has a width greater than the depth of the gel receiving surface.

8. (Currently Amended) An air freshening or purifying device according to claim 5 further comprising a removable cover applied to the container to cover the gel receiving surface.

9. (Previously Presented) An air freshening or purifying device according to claim 8 in which the removable cover is made from a foil material which is heat sealed to the container.

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10. (Previously presented) An air freshening or purifying device according to claim 8 in which the removable cover is made from a plastic laminate which is heat sealed to the container.
11. (Currently Amended) An air freshening or purifying device according to claim 5 in which the container is filled with a gel composition.
12. (Previously presented) An air freshening or purifying device according to claim 10 in which the gel composition is a fragrance.
13. (Previously presented) An air freshening or purifying device according to claim 10 in which the gel composition is an insecticide.
14. (Previously presented) An air freshening or purifying device according to claim 10 in which the gel composition is an air purifying composition.
15. (Cancelled)
16. (Previously presented) An air freshening or purifying device according to claim 5 in which the container is formed with a circumferential rim.
- 17-19 (Cancelled)